NADA ACADEMY

PARTS HOMEWORK – ACTION PLAN

S Specific M Measurable A Achievable R Relevant T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?
Example: *"I will decrease my 5K run time from 30 minutes to 21 minutes by June 15."*

Increase wholesale sales from $1.56 million to $1.75 Million by evaluating current wholesale customers and aquiring new customers by Dec. 31, 2023.

How does this goal align with or support your dealer's vision?
What are the BENEFITS of achieving your goal? What are the CONSEQUENCES if you don't?
Why is this goal important to you?

By increasing our wholesale sales, we will be moving more product into our geographical area and adding towards the net profitability of the dealership. It all stems from our Dealership's Vision of Building Lasting Relationships, which we will meet by looking after our exisiting cutomers and building new relationships.

The benefits of reaching our goal are: better sales which leads to more gross profit, better coverage in our area agaisnt competitors and the opportunity to building return reserve through smart purchases.

If we do not hit our goal, we could risk encroachment of from dealers in our market area. We can't allow our competitors to get their foot in the door with our customers.

This goal is important to myself as I feel wholesale is a method to still sell to customers of our brand, without having retained them as our customers. Of course I would like to have all (General Motors) customers service and purchase parts through our dealership however, since that is not realistic, by servicing smaller repair shops and body shops, I am still reaching these customers and optimizing on their choise to own a GM vehicle.

NADA ACADEMY

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/ STEP	NECESSARY RESOURCES?	WHO IS ACCOUNTABLE?	EXPECTED RESULT?	EXPECTED COMPLETION DATE?	ACTUAL COMPLETION DATE?	CHECK OFF
Evaluate	CDK Data	Parts Manager	Rated list of Cust.	April 1		☐
Develop Incentive		Parts Manager/GM	Loyalty Program	May 1		☐
Spread Word	EBLAST/In Pers.	WS Advisor	Inform Cust.	May 15		☐
Aquire		WS Adv/Prt MGR	1 new cust	June 1		☐
Aquire		WS Adv/Prt MGR	3 New Cust	Aug 1		☐
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How will you track your progress? Where will you find the information? How often will you check in?

I will track the progress by utilizing my daily doc. and monthly forecast and review Wholesale Sales YOY. I will be able to do a deep dive through CDK within 6 months to compare YOY purchases from previous customers while also monitoring new customers for their purchase volume, return rate ect.

Potential Obstacles?

Competitors undercutting current discounts

Neglect smaller shops while focusing on large shops

Geographical Radius for deliveries (Not able to reach all customers daily)

Potential Solutions?

Ensure that we are providing quality customer service with fair prices versus giving away the farm

Ensure everyone customer is provided with great customer service and looked after

Look at creating delivery schedule based on patterns, if nessesary utilize service shuttle as 3rd parts truck if

BOTTOM LINE! What is the financial impact (expressed in dollars) of achieving your goal?

By achieving the $1.75 mark in sales, we would be adding $184,991 in sales and $38,848 in additional Gross Profit.

CONGRATULATIONS! You've accomplished your goal! You added or adjusted policies, procedures, and behaviors. Now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

To maintain this goal and results, a written Wholesale Guide will be created, listing all of our current vendors, their pricing structure, "Special Notes", along with any lost customer so we can work towards earning their business. This guide will allow anyone in the parts dept. to know what to do, even if the Manager is off or a new Manager walks in.